



Emporia
Kansas

Brand and Communications Standards Guide





Emporia
Kansas



Emporia
Kansas



Minimum Size

The smallest the logo should be represented is 1.5" wide.

Primary logotype

The City of Emporia’s primary logo lockup is a modern wordmark paired with the “Sunrise E” icon. The workmark is the geometric san-serif typeface “Mont Black”.

Both the icon and the wordmark use lots of geometric shapes. The bright colors and bold shapes make the brand stand out as fun and modern. Bold shapes should be used throughout the brands marketing materials.

It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

Clearspace

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.





Secondary Logos

The City of Emporia's secondary logos can be used to replace the primary logo, but should never be used directly next to the primary logo. It will look repetitive and isn't a good use of the brand elements.

The department lock ups can be used to replace the primary logo when highlighting that specific department. However, the primary logo should be used in any materials that promotes the city as a whole.

The icons can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icon can be used as a profile image since the user name will be adjacent to it in plain text.

The icon can also be used as a graphical element. It can be used in whole or in part as a geometric shape or background element. It can be used as an inspiration for a new icon for an event or celebration, but these new icons should not be used with the wordmark.

Seal

- A) Big Seal
- B) Small Seal

Department Lock Ups

- C) Department

Icons

- D) Small without Date

A)



B)



C)



Emporia
Kansas
Department of Sanitation

D)





Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way — that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some of the ways you should NEVER consider using the logo.

- A. Don't rotate the logo.
- B. Don't stretch or squash.
- C. Don't place elements in the logo clear space.
- D. Don't resize any part.
- E. Don't rearrange parts or create lockups that are not already provided.
- F. Don't use logo variations next to the primary logo in the same design.
- G. Don't use off-brand colors. Reference the Color Palette section.
- H. Don't add drop shadows or other text styles.
- I. Don't contain the logo in a box when used on a background.
- J. Use high resolution art. We have the proper logos, use them.

X A)



X B)



X C)



X D)



X E)



X F)



X G)



X H)



X I)



X J)





Introduction

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the Emporia brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

The brand is underpinned with a color palette designed to be modern and distinctive.

Different combinations of colors can dramatically change the tone and appearance of a document so it is important to consider how they will work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Color Usage

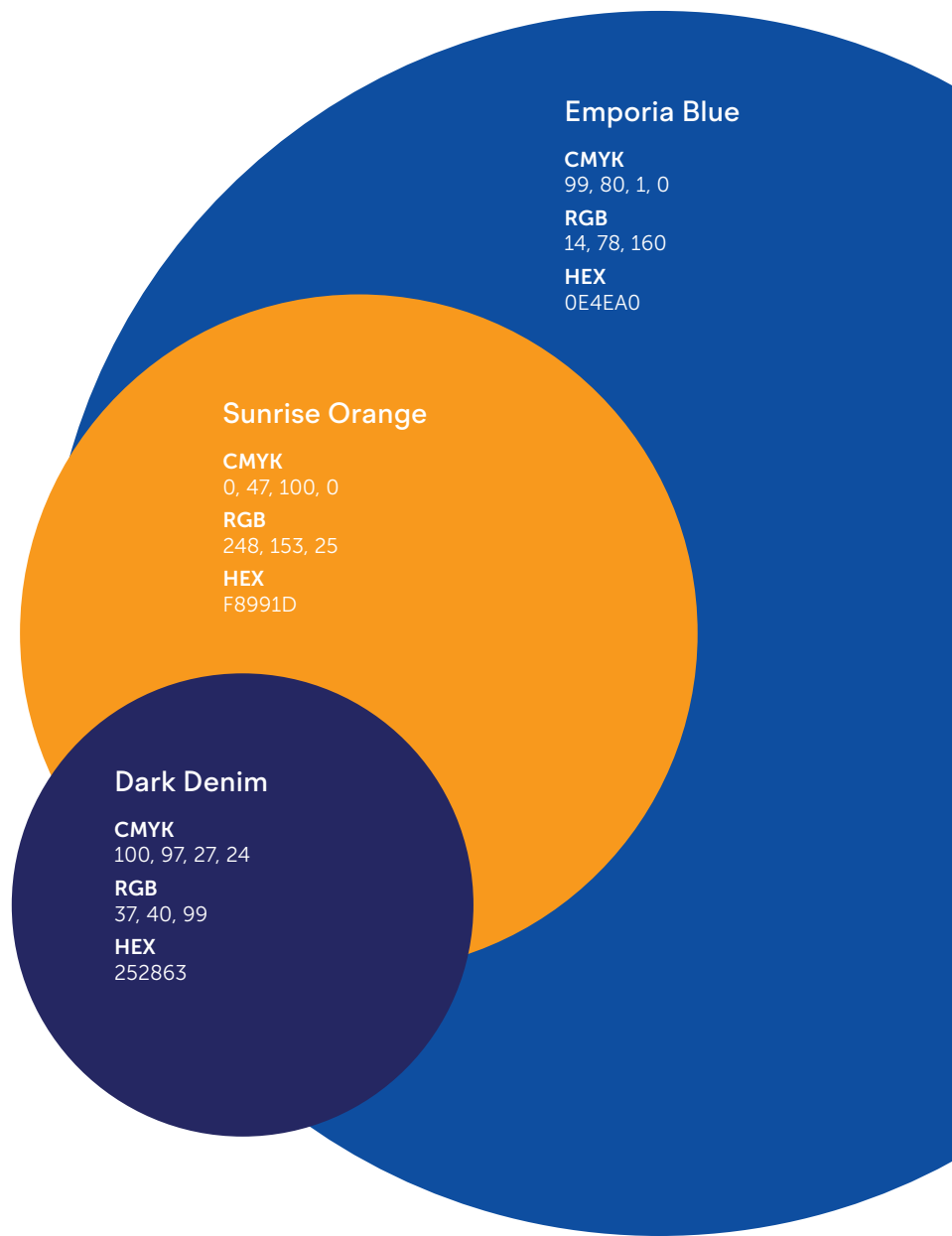
In order to maintain the integrity and legibility of the logotype, please use the approved color variation in which the logotype can be used with.

When appropriate, use the logotypes in full color or full color reversed versions.

The logo and icon should always be readable with a clear contrast between it and the background.

Color Ratio

The color palette can be used in many combinations. As a general rule, Emporia Blue should make up the majority of the image. Dark Denim should not be overwhelming and only used as an accent color.





Typography is a powerful brand tool when used consistently. This set of typefaces represent the Emporia brand across all print and web applications.

Here are a few key type styles to get you started. Stick to these and we'll see an excellent level of consistency across all our communications. You will encounter situations where you need to step outside of the these styles. That's fine, but stick to these simple rules.

Typography Rules to Abide By:

- Use only Arial or BR Cobane for text in print or web
- Mont is reserved for use in the logo
- Maintaining legibility and clarity is always the key objective
- Labels and notes may need smaller type. In these cases, choose Arial Regular over Light to ensure legibility and good print quality.
- Don't run more than 9 to 10 words to a line. It can become difficult to read
- Use Arial on larger amounts of copy of 50 words or more.

Headline Text

Font: BR Cobane Bold
Size: There is no size restriction, but maintain a good level of contrast to other text
Leading: Point size + 4 (i.e. 20pt on 24pt leading)
Tracking: 0em

**Etur maximus volume nitisti
busdam quam aribusam**

Body Copy

Font: Arial Regular
Size: No larger than 12pt
Leading: Point size + 130% (i.e. 8.5pt on 13pt leading)
Tracking: 0em

Rio illit que vellaut harci deri occust et reptatu rianihi tionseque eum hiligeni omnimint ero core nis et, quoditatur a voluptae core, ipsam, simendu sandanis doles consent illorem quaturisi tempore volorum, iur, suntiatquam que porem simolorem qui nim est fuga. Itae vendeni atatem vellaborunt.

Odi necerum ut voluptam ape poreperis vel earciis et et abores andit in core lam, omnihil ipsumqui volorescia andeliquae. Ciates soluptat vitiatum eossita tenimendi.

Arial Regular

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$&%?!/|(.,:;*)

BR Cobane Bold

BR Cobane Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$&%?!/|(.,:;*)

Mont Black

Mont Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$&%?!/|(.,:;*)



Brand Standards

Final Comments

If ever in doubt, just refer back to this guide. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.